Volume XVIII, Year in Review

Winter 1998, Volume XVIII, Number 1

v **From the Editor**

vii **Managerial Summaries**

1 **Sales Contests: A Research Agenda**
William H. Murphy and Peter A. Dacin

17 **The Effects of Some Situational Variables on Sales Force Governance System Characteristics**
René Y. Darmon

31 **The Quality of Salesperson-Manager Relationship: The Effect of Latitude, Loyalty and Competence**
Susan K. DelVecchio

49 ***From the Practitioner's Desk:*** **A Comment on "Change Management Initiatives: Moving Sales Organizations from Obsolescence to High Performance"**
Michael D. Farrand

53 ***Selling and Sales Management in Action:*** **The Constructs of Sales Coaching: Supervisory Feedback, Role Modeling and Trust**
Gregory A. Rich

65 **Book Reviews**

69 **Personal Selling and Sales Management Abstracts**

Spring 1998, Volume XVIII, Number 2

iv **From the Editor**

vii **Letter to the Editor**

xi **Managerial Summaries**

1 **The Moral Philosophy of Sales Managers and its Influence on Ethical Decision Making**
Ken Bass, Tim Barnett and Gene Brown

19 **Exploring the Impact of Critical Sales Events**
Frederick A. Russ, Kevin M. McNeilly, James M. Comer and Theodore B. Light

35 **Territory Assignment Decisions and Supervising Unethical Selling Behavior: The Effects of Obesity and Gender as Moderated by Job-Related Factors**
Joseph Bellizzi and Ronald Hasty

51 ***From the Practitioner's Desk:*** **A Comment on "Broadening the Scope of Relationship Selling"**
Dave Yoho

55 ***Selling and Sales Management in Action:*** **The Role of Strategic Selling in the Company Turnaround Process**
Michael Harker and Debra Harker

69 **Book Reviews**

71 ***Special Abstract Section:*** **National Conference in Sales Management**

Volume XVIII, Year in Review

Summer 1998, Volume XVIII, Number 3

iv **From the Editor**

vii **Managerial Summaries**

1 **A Model Depicting Salespeople's Perceptions**
Jeffrey K. Sager, Junsub Yi, Charles M. Futrell

23 **Salesperson Mood at Work: Implications for Helping Customers**
Jennifer M. George

31 **A Conceptual Scheme and Procedure for Classifying Sales Positions**
René Y. Darmon

47 ***A Research Note:*** **Reward Perceptions of Hong Kong and Mainland Chinese Sales Personnel**
Sandra S. Liu

57 ***Selling and Sales Management in Action:*** **Managing Change: An Ethnographic Approach to Developing Research Propositions and Understanding Change in Sales Organizations**
Robert F. Hurley

73 **Book Reviews**

75 **Personal Selling and Sales Management Abstracts**

Fall 1998, Volume XVIII, Number 4

Special Issue on Diversity in the Sales Force

iv **From the Guest Editor**

v **Managerial Summaries**

1 **Diversity in the Sales Force: Problems and Challenges**
Lucette B. Comer, J. A. F. Nicholls and Leslie J. Vermillion

21 **Preinterview Biases: The Impact of Race, Physical Attractiveness, and Sales Job Type on Preinterview Impressions of Sales Job Applicants**
Greg W. Marshall, Miriam B. Stamps, and Jesse N. Moore

39 **Older Salespeople's Role in Retail Encounters**
Jikyeong Kang and Julie Hillery

55 **An Exploratory Study of Gender and Age Matching in the Salesperson-Prospective Customer Dyad: Testing Similarity-Performance Predictions**
Sean Dwyer, Orlando Richard and C. David Shepherd

71 **Salesperson Race and Gender and the Access and Legitimacy Paradigm: Does Difference Make a Difference?**
Eli Jones, Jesse N. Moore, Andrea J. S. Stanaland and Rosalind A. J. Wyatt

89 **Peer Mentoring in the Industrial Sales Force: An Exploratory Investigation of Men and Women in Developmental Relationships**
Leslie M. Fine and Ellen Bolman Pullins

105 **Volume XVIII, Year in Review**